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PATENT

Date: 5/23/05

Patti Hespell
Patti Hespell

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Michael A. Plotnick.

Conf. No.:	5480	:	Group Art Unit:	2611
Appln. No.:	10/006,874	:	Examiner:	Hai V. Tran
Filing Date:	14 November 2001	:	Att'y. Docket No.:	T738-10

Title: Alternative Advertising in Pre-recorded Media

Commissioner for Patents
Arlington, VA 22313-1450

RESPONSE TO NON-COMPLIANT AMENDMENT

This paper is in response to the Office Action – Notice of Non-Compliant Amendment dated May 18, 2005, and is being submitted to correct the non-compliant section of the Amendment filed on December 13, 2004 in the above-identified application. Please amend the above-identified patent application, without prejudice, as follows: